

OMB CONTROL NO: 0584-XXXX
EXPIRATION DATE: XX/XX/XXXX

**EVALUATION OF THE CANNED, FROZEN, OR DRIED FRUITS AND
VEGETABLES PILOT IN THE FRESH FRUIT AND VEGETABLE
PROGRAM (FFVP-CFD)**

SCHOOL FOOD AUTHORITY (SFA) DIRECTOR SURVEY

Contact Information:

SFA Name: _____

District Name: _____

School Name (s): _____

Telephone number: _____

Your responses, along with those from other SFAs and districts in the pilot project, will be used to address study objectives, including satisfaction with the pilot and the Fresh Fruit and Vegetable Program. Your answers will be kept strictly confidential to the extent of the law and your name will not be identified with any answers you give. The data files that result from this study will not contain any personal identifiers or any characteristics that would make it possible for specific schools to be identified.

This survey is a part of the **Evaluation of the Canned, Frozen, or Dried Fruits and Vegetables in the Fresh Fruit and Vegetable Program (FFVP-CFD)** being conducted for the USDA Food and Nutrition Service. Your district and selected schools within your district have been selected as part of the evaluation. We are interested in learning more about your district and school(s) participation in the FFVP during the 2014-2015 school year. **Please consult with other personnel in your school if needed to complete this questionnaire.**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-XXXX. The time required to complete this information collection is estimated to average 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

A. OPINIONS ABOUT THE FFVP

Some or all of the elementary schools in your district provide **free fruits & vegetables** to students as snacks—separate from the school meal (breakfast or lunch). Below are statements or questions about the schools participating in the Fresh Fruit and Vegetable Program (FFVP).

Thinking about the **FFVP [FALL INSERT this school year] / [SPRING INSERT since January 1, 2015]**, please mark **one answer** () for each question or statement below, unless indicated otherwise.

A1. This section asks your opinion about different aspects of your district's Fresh Fruit and Vegetable Program. For each statement please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

MARK ONE BOX IN EACH ROW

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know or Not Applicable
a) I wish more students took the free fruit snacks .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
b) I wish more students took the free vegetable snacks .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
c) If not offered daily, the FFVP should be offered more days during the week .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
d) The FFVP should be offered at least two times a day .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
e) I think the (SPRING ONLY: standard) FFVP is NOT worth the effort it takes .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
f) SPRING ONLY: I think the FFVP-CFD is NOT worth the effort it takes .	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
g) I think students benefit from the (SPRING ONLY: standard) FFVP.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
h) I would like (SPRING ONLY: the standard) FFVP to continue in my district.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
i) SPRING ONLY: I would like the FFVP-CFD to continue in my district.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
j) I would like FFVP to expand to other schools in my district.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
k) My overall opinion of FFVP is favorable.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

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A2. Which of the following factors is a **challenge** to implementing the FFVP in your district? Would you say it is a major challenge, a minor challenge, or not a challenge?


MARK ONE BOX IN EACH ROW

	Major Challenge	Minor Challenge	Not a Challenge
a) Student acceptance of fruits and/or vegetables	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
b) Inadequate training or information for food service staff	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
c) Inadequate food service staff time	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
d) Perishability of FFVP fresh produce	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
e) Inconsistent quality of FFVP fresh produce	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
f) Inadequate variety of fruits and vegetables for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
g) Inadequate amounts of fruits and vegetables available for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
h) High prices for fruits and vegetables for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
i) Cost of non-food supplies such as bowls and utensils for students' snacks	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
j) Effort or cost of preparing fruits and vegetables for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
k) Lack of storage space/facilities	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
l) Rules for purchasing fruits and vegetables for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
m) Restrictions on administrative cost for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
n) Amount of paperwork/documentation for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
o) Other program requirements/regulations for FFVP	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃

B. RELATIONSHIPS WITH OUTSIDE PARTNERS

B1. Does your district maintain **relationships with any outside partners** as part of the FFVP in the current school year?

*Please do **not** include suppliers from whom you **purchase** fruits or vegetables or other non-food supplies for the FFVP, unless they also separately donate items to the program for free.*

- 1 Yes
0 No → **GO TO C1**
- 

B1a. Please check all partnerships that apply for your district

CHECK ALL THAT APPLY

- 1 Cooperative Extension Service
 - 2 State or Tribal government agency (e.g. health department, agriculture department)
 - 3 Universities, colleges, or other higher education institutions
 - 4 Food wholesalers or other food distributors
 - 5 Supermarkets, grocery stores, or other retail stores
 - 6 City, county or other local government agency (e.g. health department, agriculture department)
 - 7 Nutrition trade associations (e.g. Academy of Nutrition and Dietetics, American School Nutrition Association)
 - 8 Produce associations/commodity groups (e.g. United Fresh Produce Association)
 - 9 Healthcare providers, including hospitals and clinics; doctors, nurses, nutritionists, dietitians/dietetic interns, or other clinicians
 - 10 Produce for Better Health
 - 11 Farmers' markets
 - 12 Community action agency, food bank, or other community/faith-based organization
 - 13 Vocational clubs, (e.g. Future Farmers of America, 4H)
 - 14 Health associations (e.g. State or National affiliates of the American Cancer, Diabetes, or Heart Associations)
 - 15 Other (*specify*)
-

**C. APPLYING FOR THE CANNED, FROZEN, OR DRIED (CFD)
 FRUIT AND VEGETABLES PILOT [FALL ONLY]**

When answering the questions in this next section, please think about all of the schools in your district that are participating in the CFD pilot.

C1. Did you contribute to the decision to apply for the CFD pilot for any schools in your district?

- 1 Yes
 0 No → **GO TO END**

C2. Who else contributed to the decision to apply for the CFD pilot for pilot schools in your district?

MARK ONE BOX IN EACH ROW

	Yes	No	Don't Know
a) State CN agency	<input type="checkbox"/> ₁	<input type="checkbox"/> ₀	<input type="checkbox"/> _d
b) Other SFA-level staff	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
c) School superintendent or other school district administrator	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
d) Food service manager(s)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
e) Principal(s)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
f) Teacher(s)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
g) Parents	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃
h) Other (<i>specify</i>) _____	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃

OTHER THOUGHTS [FALL]

C3. Is there anything you would like to share about the FFVP program or the pilot?

THANK YOU FOR COMPLETING THIS SURVEY! [FALL ONLY]

D. CHANGES REQUIRED TO INTRODUCE CANNED, FROZEN, OR DRIED (CFD) FRUITS AND VEGETABLES IN FFVP [SPRING ONLY]

When answering the questions in this next section, please think about all of the schools in your district that are participating in the CFD pilot.

- D1. To incorporate CFD in the pilot schools, did you have to make any changes in the purchasing arrangements or specifications in place for the FFVP?

CHECK ALL THAT APPLY

- 1 Yes, needed to add new vendor(s)
- 2 Yes, had to drop existing vendor(s)
- 3 Yes, had to increase orders for USDA donated foods
- 4 Yes, had to write new purchasing specifications

OR

- 0 No, no changes in FFVP purchasing arrangements or specifications were necessary

- D2. To incorporate CFD, did you have to change any transportation arrangements for the FFVP to increase or reduce the frequency of deliveries?

CHECK ALL THAT APPLY

- 1 Yes, needed to change transportation arrangements to increase the frequency of deliveries
- 2 Yes, had to change the transportation arrangements to reduce the frequency of deliveries

OR

- 0 No, no changes in transportation arrangements for FFVP deliveries were needed

- D3. Which of the following school staff required additional training in order to incorporate CFD into the FFVP at pilot schools?

CHECK ALL THAT APPLY

- 1 School foodservice manager/head cook
- 2 Teachers
- 3 Principals or other administrators

OR

- 0 No training of school staff was necessary

- D4. Did any of the CFD pilot schools within your district change **where** fruit and vegetable snacks were distributed(e.g., classroom, kiosk) when incorporating CFD?

- 1 Yes, added new location(s)
- 2 Yes, dropped location(s) Yes, added new location(s) but also dropped location(s)

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- o No changes were made to locations where snacks are distributed

**E. FORMS OF FRUITS AND VEGETABLES OFFERED IN CFD SNACKS
[SPRING ONLY]**

E1. What forms of **fruits** have the CFD pilot schools within your district offered through the FFVP since January 1, 2015?

- 1 Mainly fresh
- 2 Mainly canned, frozen, or dried
- 3 Mix of fresh and canned, frozen, or dried

E2. What forms of **vegetables** have the CFD pilot schools within your district offered through the FFVP since January 1, 2015?

- 1 Mainly fresh
- 2 Mainly canned, or frozen
- 3 Mix of fresh and canned, or frozen

F. CHANGES SINCE INTRODUCING CFD IN FFVP [SPRING ONLY]

Since January 1, 2015 when CFD implementation began in pilot schools in your district have there been **any changes in ...**

F1a. FFVP nutrition education and promotion activities?

- 1 More activities
- 2 Fewer activities
- 3 No change

F1b. Involvement of outside partners in FFVP?

- 1 More involvement
- 2 Less involvement
- 3 No change

F1c. Variety of **fruits** offered in FFVP?

- 1 More variety
- 2 Less variety
- 3 No change

F1d. Variety of **vegetables** offered in FFVP?

- 1 More variety
- 2 Less variety
- 3 No change

F1e. Quality of **fruits** offered in FFVP?

- 1 Higher quality
- 2 Lower quality
- 3 No change

F1f. Quality of **vegetables** offered in FFVP?

- 1 Higher quality
- 2 Lower quality
- 3 No change

F1g. Portion sizes of fruits and vegetables offered in FFVP?

- 1 Larger portions
- 2 Smaller portions
- 3 No change

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Since January 1, 2015 when CFD implementation began in pilot schools in your district have there been **any changes in ...**

F1h. Frequency of offering **fresh** fruits and vegetables in FFVP?

- 1 More fresh
- 2 Less fresh
- 3 No change

F1i. Total per-student quantity of fruits and vegetables served each month in FFVP?

- 1 More served
- 2 Less served
- 3 No change

F2. Please indicate if any of the following factors have been a major benefit, a minor benefit, or not a benefit at all in implementing the CFD Pilot.

MARK ONE BOX IN EACH ROW

	Major Benefit	Minor Benefit	Not a Benefit	Don't Know
a) Easier to purchase, transport, fewer deliveries needed	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
b) Greater variety of FV available	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
c) Easier to store than fresh	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
d) More affordable	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
e) Better/consistent quality of fresh fruits available	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
f) Better/consistent quality of fresh vegetables available	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
g) Less likely to run out of FV snacks	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
h) Less waste	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
i) Student acceptance	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
j) Seasonality is less of an issue	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
k) Less preparation time	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

G. OTHER THOUGHTS [SPRING]

G. Is there anything you would like to share about the FFVP program or the pilot?

THANK YOU FOR COMPLETING THIS SURVEY!